

FIG. 1

MULTI-SENSORY FIXED-FLUID ANALYSIS

	Fixed	Fluid
Verbal Elements		
Names		
Brand name		
Form Name		
Version Names		
Benefits		
Strategic Brand Benefit		
Variant Benefits		
Other		
Any key identity phrases		
Brand story (legend & lore)		
Visual elements		
Color Palette		
Graphics/iconography		
Key Imagery		
Audio elements		
Musical Identity		
Voice quality		
Tactile elements		
Package shape		
Package material		
In-store display structures		
Product textures		
Experiential Elements		
Product usage experience		
Product choice/versioning		
Web experience		
In-store experience		
In-store themes		
Distribution points		
Physical Elements		
Product category		
Product technology		
current		
future		
Numerical Elements		
Pricing		
Sizing		
Interpersonal/Emotional Elements		
Primary target consumer		
Secondary target consumer		
Product use social context		

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FIG. 2

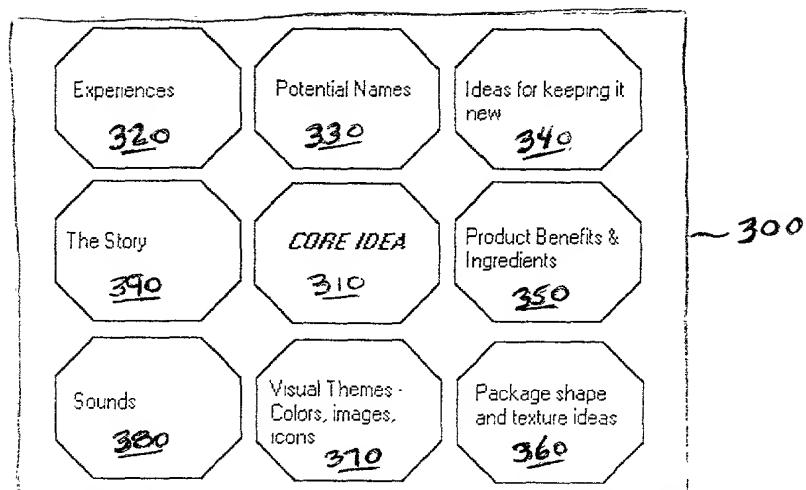


FIG. 3